SUBJECT INDEX

Subject	Abstract No
Account planners	4706
ACORN	4771
Acquisition priorities	4692
Ad claims substantiation	4721
Adopters	4793
Adoption of new products	4788
Ads, pre-testing of	4766
Adspend	4760, 4761
Adstock	4760
Adtel	4723
Advertisements	
celebrity endorsers in	4720
pictures in	4752
Advertiser response	4754
Advertising	4725, 4760
agencies, research buying by	4706
alcohol	4720
and hours of week	4763
attitudes to	4707
awareness index	4761
cigarettes	4721
communication	4697
corporate	4765, 4766
cumulative exposure of	4723
effectiveness	4792
entertainment in	4713
expenditure	4758
impact of cable on	4744
levels	4764
likeability	4753
magazine	4728
models	4719
nudes in	4718
on Channel 4	4739
planning	4759
research	4708, 4709, 4712
response functions	4757
role of	4678, 4747
substantiation	4754
tracking studies	4761
TV	4729
Advertising/consumer relationship	4713
Advertising/research relationship	4775
Advertising/sales relationship	4759, 4761, 4762
Age	4689
Alcohol	
advertising	4720
study	4629
Analysis of covariance	4779
ANCOVA	4719
ANOVA	4634
Antiperspirants	4754
Apple data store (ADS)	4760

Subject	Abstract No
ARF copy research validation council	4723
Arsenic exposure study	4659
ASSESSOR	4790
Attitude	
polarisation	4705
survey data	4639
Attitudes to advertising	4707
Attraction effects	4680
Attribute weights	4655
Attrition bias	4630, 4660
Australia, study in	4696
Automobile	
ads	4719
Association	4771
distribution channel	4773
purchasing	4691
repairs	4671
service centres	4771
study	4685
Average-issue audience	4755
Avon study	4774
BAR (Budget Allocation over Regions)	4760
BARB	4736, 4740, 4742, 4743, 4760
panel	4737
BASES model	4790
Bass model	4665
Bayesian	
hypothesis testing	4649
procedure	4658
Beer	
drinks	4743
study	4680
Behaviorscan	4744
Belief change	4676
Beta-binomial distribution model	4755
Blood donation study	4657
Bottle ban study	4681
Boundary surveys	4740
BPA (Budget Pricing and Advertising)	4760
Brain hemisphere research	4709, 4710
Brand	
attitudes	4752
attributes	4682
imagery	4717
inter, movement	4763
loyalty	4678
purchasing data	4746
recall	4718
values	4655
Brands	4677, 4760, 4784
new	4791
Breakfast	
TV	4741, 4742
viewing	4740
Brief, market research	4785
British Gas	4631
Brooke Bond Oxo	4678
Bureau of Census	4625

Subject	Abstract No
Cable	4744, 4745
audience measurement profile	4745
audience methodology study	4745
Cableshop	4744
Cadbury study	4761
Calculator battery study	4680
Calculators	4682
Calulcator ads	4752
Camera	
ads	4752
film study	4680
Canada	
study in	4779
voting study in	4769
Cancer deaths study	4659
Car	
ads	4752
advertising	4763
buyers	4743
dealer study	4773
maintenance	4743
study	4660, 4680
CATI	4625
Celebrity endorsers	4720
Censorship	4714
Census data	4672
Central location telephone interviewing	4633
Cereal	
market	4688
study	4666
Change	4698
Changing consumer	4698
Channel	
choice	4749
flicking	4734, 4735
Channel 4	4738, 4739, 4742, 4743
Chewing gum study	4666
Children	
care of	4699
viewing of TV	4729
Children's	
attitudes to media violence	4731
liberation	4698
TV	4730
China, study of advertising attitudes in	4707
Chocolate market	4761
Choice	4680, 4682
behaviour	4657
models	4656
Cigarette	
ads	4719
advertising	4721, 4763
research	4780
CL method	4684
Classification	4693, 4694, 4703, 4742
questions	4645

Subject	Abstract No
Closed questions	4638
Cloze procedure	4753
Cluster analysis	4624, 4651, 4652, 4653, 4684
Clustering effects	4639
Coding	4641
frames	4638
of questionnaires	4638
Coffee market	4679
Cognitive structure	4752
Cohort analysis	4659, 4689
Commitment	4681
Competitive market structure analysis (CMSA)	4679
Complaining behaviour	4671
Complaint behaviour	4673
Compliance studies	4630
Computer	
personal	4793
use of	4760
Concept	
development	4784
screening	4787
testing	4788
tests	4711
Conceptual mapping	4765
Condensed negative binomial distribution (CNBD)	4663
Conjoint	
analysis	4658
models	4661
Constructs	4667
Consumer	
acquisition priorities	4692
attitude survey	4639
dissatisfaction	4673
relationship with advertising	4713
satisfaction	4672
Consumption demand	4763
Content analysis	4754
Context effects	4637
Contextual specificity	4675
Copy	
research validation	4723
testing	4722, 4723, 4765
Corporate advertising	4765, 4766
Correspondence analysis	4691
Country factor for products	4669
Countryside commission for Scotland	4776
Cox's model	4659
Creative	
process	4730, 4787
strategy	4712
Cross-national study	4691
Cumulative ad exposure	4723
Customer complaint matrix	4770
Data	
interval bias	4762
privacy	4643

Subject	Abstract No
Decision making	4690, 4691, 4700
Decorative models	4719
Delphi technique	4664, 4668
Demographics	4693
new	4717
Deodorant study	4666
Depth interviews	4713, 4780
Design effects	4632, 4639
Developing countries	4691
Devro study	4772
Diagonal multiple time series models	4662
Diary	4741, 4742, 4745, 4746
panels	4790
Direct data entry	4633
Discrimination testing	4678
Distinctive Jewish names (DJN) research	4628
Distribution	
breadth	4672
channels	4773
Drink	4743
Drop-in and pick-up method	4669
Drug study	4629
Durables	4631, 4691
acquisition of	4692
study	4700
Earnings patterns	4698
Econometric models	4660
Economy	4782
Elderly, the	4696
Election	
day polling	4767
study	4767
Electoral turnout	4769
Electricity loads	4748
Electronic data capture	4741
Energy study	4676
Enjoyment measure	4753
Entertainment in advertising	4713
Eskin model	4791
ESOMAR	4780
Ethnic	
groups	4629
surnames	4628
European value systems study group	4781
Exit polling	4767
Expert judgement	4668
Eye movement	4752
Face-to-face interviewing	4633
Family	
decision-making	4700
expenditure survey	4644, 4782
purchasing roles	4691
Fashion	4669, 4683, 4774
shoppers	4702
study	4656
Female models	4716

Subject	Abstract No
Fieldwork costs	4633
Finance	4743
Finland, study in	4777
Focus groups	4765
Follow-up letters	4632
Food	
buying behaviour	4636
store parameters	4779
Foot-in-the-door techniques	4632
Forced exposure	4722, 4724
Ford study	4770
Forecasting	4662
Fourt & Woodlock model	4791
Fragrances for men	4774
France	
decision making study in	4691
study in	4699
value study in	4781
Frequency	4756
Frozen foods market	4792
FTC advertising substantiation programme	4754
Furniture study	4700
Gabon, decision making study in	4691
GEC TV programmes	4727
Generics	4677
Geographical clustering	4639
Germany, value study in	4781
Greece, advertising in	4759
Greenhouse-Geisser conservative procedure	4654
Grocery	
purchases	4686
purchasing	4691
Gross domestic product	4782
Group	
cohesiveness	4705
consensus	4668
discussion	4713, 4780, 4786
Guttman scaling	4692
Hair care study	4641
Halo model	4681
Health	4782
maintenance organisation study	4661
Herring study	4775
Hierarchy of effects model	4722
Holiday	
study	4777
survey	4746
Holidays	4691
Holland, decision making study in	4691
Home fashion shoppers	4702
Household economies	4699
Housework	4699
Housing	4782
Howard-Harris algorithm	4653
Huber-hybrid conjoint models	4661

Subject	Abstract No
Idea	
coding	4726
generation	4787
In-store research	4683, 4775
Incentives	4632
in mail surveys	4646
Income data	4644
Index of revealed substitutability	4679
Industrial	
organisation	4672
products	4788
Infinite horizon model	4758
Influence strategy	4700
Information	
marketing	4783
processing	4726
search	4683, 4702
search behaviour	4685
seeking	4684
sources	4702
technology	4783
use	4682, 4702
Informationals	4744
Innovation	4657, 4665, 4692, 4789, 4793
Insurance purchasing	4691
Intention-behaviour relationship	4675
Interaction	
coding	4640
styles	4674
Interfirm power	4773
International market research prices	4780
Interview training	4627
Interviewer	
behaviour	4640
effect	4635, 4639, 4642
performance	4640
reporting	4641
variability	4638, 4639, 4641
Interviewer/respondent interaction	4640
Interviewing	4633
Italy, value study in	4781
Item non response	4642
Japan, value study in	4781
Jewish names, sampling by	4628
Job	
evaluation	4690
priorities	4696
Kelly's personal construct theory	4667
Key informants	4690
Kotex Simplicity study	4751
Koyck model	4759
Lateralisation theory	4709
Latin square design	4752
Learning model	4681

Subject	Abstract No
Leisure	4670, 4696, 4699, 4743
study	4776
Life	
cycle variables	4700
satisfaction	4781
satisfaction values	4696
styles	4700, 4702
Light viewers	4733, 4735
Likert scales	4669, 4670, 4674
Liquor advertising	4719, 4763
Location sampling	4626
Locational	
analysis	4771
convenience	4779
Logit models	4656
Lord Rothermere Radio Awards	4751
Lottery buying behaviour	4636
M/A/R/C Telno Sample System	4634
Magazine	
advertising	4728, 4754
audience research	4713, 4756
readership	4719, 4739
Magnitude estimation scaling	4774
Mail	
order catalogues	4757
surveys	4632, 4646
Male models	4716
Mapping sentence	4636
Marital roles	4691
Market	
research agencies	4631
research findings	4772
research practice re the unemployed	4703
research prices	4780
research, briefs for	4785
research, buying of	4706
research, role of	4783
segmentation	4699
Marketing	
information	4783
portfolios	4789
Science Institute	4708
strategy	4784
Mass media	4714
Media	
choice	4793
consumption	4749
independents	4734
usage	4702
use of	4728
violence	4731
Medical noncompliance	4630
Memory	4682
structure	4685
Men's	
clothing	4684
fragrance market	4774

Subject	Abstract No
Meta-analysis	4649
Mixed media measurement	4749
Monetary incentives	4646
Monte Carlo study	4650
Motoring	4743
MTS-D models	4662
Multi-channel research	4745
Multidimensional scaling	4656
Multinomial logit models	4656
Multiple	
classification analysis (MCA)	4733
exposure techniques	4723
regression	4689
Multiplicative	
competitive interaction models (MCI)	4656
models	4659
Multivariate procedure	4654
Nakanishi model	4791
National	
advertising review board (NARB)	4717
Domestic Equipment Survey	4631
Institute of Mental Health	4732
Negative binomial distribution (NBD)	4663
Netherlands, The	
study in	4779
survey in	4646
New	
industrial products	4788
product development	4787, 4789, 4792
product models	4791
products	4790
technology	4741
Newprod model	4791
NEWS model	4791
Newspaper turnover rates	4755
Next-birthday method	4627
Nielsen audimeter sample	4745
NOLAD concept	4750
Non-response	4642, 4644
Noncompliance research	4630
Nonsampling error	4625
Nonverbal modes	4729
NRS	4736
Nudes in advertising	4718
Observation technique	4640
Oil company survey	4766
On	
air exposure	4722
air testing	4723
Open	
ended questions	4641
questions	4638
Opinion	
polling	4782
research	4624

Subject	Abstract No
Order effect	4637
Ordinary least squares (OLS)	4655, 4658, 4660
Organisational	
environment	4783
variables	4704
Own label brands	4677
Panel	
data	4660
research	4736
Panels	4742
viewing	4737
Parental consent	4629
Parfitt & Collins model	4791
Partial least squares	4672
Participant observation	4713
Person perception approach	4716
Personal disposable income	4782
Personalisation	4632
Persuasion	4700, 4722
Persuasive-arguments theory	4705
Pet foods	4754
Pictures in ads	4752
Placement tests	4678
Pluralistic ignorance	4714
Polish/UK trade	4664
Political	
opinion research	4624
parties	4782
polling	4635, 4767
Pooling of data	4672
Population shift	4698
Portfolio approach	4789
Post-decision evaluation	4681
Power	4773
Pre-	
test market models	4750, 4790
testing of ads	4766
Preference models	4658, 4790
Preliminary notification	4632
Price	4672, 4764
consciousness	4677
elasticity	4688
of survey data	4631
search	4686
Prices	4761, 4779
Pricing	4760
study	4687
Principal	
component analysis	4624, 4679
partitioning	4679
Product	
choice	4680
life cycle	4665, 4758
testing	4647, 4788
Products	
attitudes to foreign	4669
of foreign origin	4669

Subject	Abstract No
Public trust	4733
Purchase intentions	4752
Qualitative research	4712, 4786
Qualitative/quantitative	
issue	4697
research	4780
research integration	4712
Quality	4672, 4764
of life studies	4696
perceptions	4669
ratings, published	4764
tracking	4770
Quantitative/qualitative research	4780
Question form	4638
Questionnaire	
design	4636, 4640, 4645
length	4643
Questionnaires, context effects in	4637
Questions	
open	4641
pre-coded	4641
Radio	
advertising	4751
commercials, evaluation of	4750
Random digit dialling	4634, 4642
Rating scales	4666
Reach	4756
Recall	4718, 4723, 4725, 4729, 4745, 4750, 4752, 4753
testing	4722
Refusals	4634
Regression studies	4748
Relevant others	4690
Religion	4781
Remote	
control sets	4735
controls	4740
Rented TV market	4778
Repeated measures analysis	4654
Repetition	4725
Replication	4648, 4649
Respondent	
behaviour	4640
burden	4643
interviewer interaction	4635
selection	4627
Response	
bias	4646
models	4657
quality	4642
rates	4631, 4632, 4642, 4646
styles	4674
Restaurant study	4680
Retail	
advertisements	4757
patronage	4779

Subject	Abstract No
research	4626, 4683
staff	4674
Retailer responsiveness	4673
Revealed substitutability	4679
Reward valences	4704
Risk	
perception	4778
profile	4647
Risks	4647
Ross foods	4792
Rotation group bias	4625
Running shoes market	4764
Sales	
decomposition/recomposition models	4790
effects	4761
Sampling	4627, 4628, 4629
bias	4630
design	4624
design effects	4639
error	4625
units	4626
Sanitary towels	4751
Satisfaction	4670, 4671, 4672, 4685, 4696
Sausage	
casing market	4772
market	4772
Savings campaigns	4763
Scaling	4656, 4669, 4720, 4774
Scalogram analysis	4692
Scotland, holiday-making in	4776
Scottish	
leisure survey	4776
Tourist Board	4776
Search behaviour	4685, 4686
Semantic differential scaling	4720
Sensory evaluation	4774
Sequential sampling techniques (SST)	4633
Sex	
role portrayal	4715, 4716
Shampoo study	4666
Shopper surveys	4626
Shopping	
centre study	4656
related activities	4699
Significance testing	4647, 4648, 4649
Simulated shop purchase	4790
Situation-net model	4697
Situational contexts	4670
Skin creams	4754
Soap study	4666
Social	
behaviour	4714
class	4693, 4703, 4742
conditions	4782
forecasting	4695
opinion	4733

Subject	Abstract No
psychology	4697
risk	4684
trends	4695
Soft drink study	4675, 4689
Solar water heating	4676
Source credibility	4720
Spain, value study in	4781
Spiral of silence	4714
Split-brain theory	4709
SPRINTER model	4791
Standard/Chevron studies	4766
Starch scores	4719
STEAM model	4791
Stepwise	
discriminant analysis	4793
regression	4650
Stochastic sequential model	4758
Store	
checks	4775
patronage	4702
research	4683
visits	4686
Stouffer method	4648
Strategic planning	4705
Stratification	4624
Structured questions	4641
Substitution effect	4680
Sugar market	4688
Suicide study	4646
Supermarket usage	4779
Survey	
data, analysis of	4645
data, price of	4631
data, relevance of accuracy of	4631
Surveys, large-scale	4625
Symbolic products	4684
Table specification	4645
Tabulation of data	4645
Tachistoscope studies	4710, 4766
Target Group Index (TGI)	4736, 4743, 4756
Taste	4774
TCA	4760
Telephone	
interviewing	4625, 4633, 4634, 4770
recall study	4745
surveys	4632, 4635, 4642
Television SW survey	4746
Test	
market evaluation	4792
market models	4790, 4791
marketing	4788, 4791
Third-person effect	4714
Time	
budget data	4699
compression	4726

Subject	Abstract No
Time continued	
sampling	4626
series analysis	4760
series data	4761
series models	4662
shift viewing	4741
Tourism marketing	4777
TRACKER model	4791
Tracking studies	4760, 4765, 4770
Trade	
area maps	4626
-off	4787
Travel study	4777
Trial-repeat model	4790
Troldahl-Carter method	4627
Trustee Savings Bank	4712
TV	
ads	4729
advertising	4713
and behaviour	4732
audience measurement	4741, 4742, 4748
audience research	4734, 4740, 4746
children and	4731
commercials	4715, 4716, 4726, 4727
commercials, memorability of	4725
copytesting	4724
cost of	4747
day-time	4716
people's use of	4747
pick-ups	4748
prime-time	4716
programme interest	4727
programme research	4730
programming	4748
rental industry	4778
research	4732
set, alternative uses of	4741
use patterns	4725
viewing	4733, 4735, 4736, 4737
violence	4732
TVS study	4730
Typewriter study	4658
Underground advertising	4713
Unemployed	4703
Unemployment	4782
Unit pricing	4687
Univariate	
models	4662
procedure	4654
Universal product code scanners	4744
Utility maximising model	4686
Values	4781
VCR	4736, 4737, 4741, 4742
use	4740
Vegetarianism study	4646
Venezuela, decision making study in	4691
Verbal protocols	4752

Subject	Abstract No
Video	4665
games study	4787
market	4778
Viewer response profile	4726
Violence	4731
Visual taste segmentation	4694
Volunteer	
bias	4646
samples	4630
Voters' choices	4656
Voting	
behaviour	4768
study	4681, 4769
Wearout	4724, 4725
Women	
and advertising	4717
portrayal of in advertising	4717
role of	4698, 4701, 4717
role of in TV	4715
social role of	4646
working	4696
Word-of-mouth	4673
Work, hours of	4763
Working	
mothers	4696
women	4700
Yankelovich LTM	4790
Yellow pages study	4633
Zeta-squared	4656

AUTHOR INDEX

Name	Abstract No
Aaker, David A	4687
Adams, Arthur	4724
Akaah, Ishmael P	4661
Allen, D E	4763
Alwitt, Linda F	4726
Archibald, Robert B	4764
Armitage, Robin	4735
Arnold, Stephen J	4779
Assmus, Gert	4676
Atkin, Charles	4720
Atkinson, A B	4644
Avison, Karen	4730
Bagozzi, Richard P	4657
Bartos, Rena	4717
Barwise, T P	4747
Bass, Frank M	4762
Bearden, William O	4671
Bellenger, Danny N	4704
Belson, William	4641
Benjafield, John	4667
Benjamens, Rob	4775
Bennett, Bernard	4742
Bentell, Nicholas C	4701
Bermingham, John	4743
Biehal, Gabriel	4682
Billett, John	4734
Bird, Michael	4728
Birn, Robin	4772
Blair, Edward	4626
Blamires, Chris	4703
Block, Martin	4720
Boele, Fred	4775
Bogart, Leo	4725
Bound, John	4645
Bradford, John W	4679
Branthwaite, Alan	4697
Breslow, N E	4659
Brice, Patrick	4731
Broadbent, Simon	4760
Brown, Gordon	4761
Buck, Stephan	4737
Bunn, Derek W	4748
Butcher, Bob	4639
Campbell, Fiona	4751
Cannon, Hugh M	4756
Carey, Colm	4677
Carlson, John A	4686
Carter, Peter	4678
Cattin, Philippe	4658
Cavusgil, S Tamer	4669
Chakravarti, Dipankar	4682
Chandon, Jean-Louis	4691
Chapman, Randall G	4769
Chappell, Brian	4715
Chisnall, Peter M	4695
Clarke, Margaret	4782
Coen, Robert J	4745
Collins, Leslie	4677
Collins, Martin	4638, 4639
Colman, Stephen	4761
Cook, Thomas D	4732
Cooke, Mike	4776
Cooper, Alan	4751
Cooper, Harris	4632
Cooper, Lee G	4656
Costley, Tom	4776
Courtenay, Gill	4638
Cragin, J P	4707
Crosby, Lawrence A	4681
Cunningham, Isabella C M	4691
Curry, David J	4655
Dance, Robert	4746
Danes, Jeffrey	4658
Danko, William D	4793
Davis, Robert H	4718
Davison, W Phillips	4714
De Groot, Gerald	4712
Dickson, Brian	4772
Dickson, Peter R	4692
Donius, James F	4723
Edell, Julie A	4752
Ehrenburg, A S C	4747
Eron, Leonard D	4731
Factor, Stephen	4790
Fienberg, Stephen E	4625
Fischer, Paulette	4731
Flesch, Edward J	4711
Fletcher, Keith	4778
Ford, Gary T	4687
Fornell, Claes	4672
Foxall, Gordon	4789
Frankel, Joanne	4643
Frankel, Martin R	4642
Fraser, Alison	4706
Fraser, Cynthia	4679
Frazier, Gary L	4773
Fry, Paul	4633

Name	Abstract No	Name	Abstract No
Funkhouser, G Fay	4653	Kioulafas, K E	4759
		Kirkham, Mike	4738
Garbett, Thomas F	4765	Klastorin, T D	4652
Gelb, Betsy D	4753	Klein, Rosemary	4731
Gelfand, Alan E	4658	Korgaonkak, Pradeep K	4661
Gibson, Lawrence D	4722	Krishnamurthi, Lakshman	4690
Gieseke, Robert J	4686	Krugman, Herbert E	4727
Glassman, Marc B	4642	Kwan, Y K	4707
Glenn, Norval D	4648		
Golder, P A	4624	Lammers, H Bruce	4716
Goldsmith, Roger	4792	Lancaster, G A	4665
Gordon, Wendy	4713	Lane, Delores	4751
Goulding, Ian	4788	Langholz, B	4659
Green, Leila	4726	Larreche, Jean-Claude	4668
Green, Robert T	4691	LaTour, Stephen A	4654
Greenhalgh, Colin	4785	Ledolter, Johannes	4662
Greenhaus, Jeffrey H	4701	Lehman, Charles	4725
Greenway, Gill	4712	Leonardi, Jean-Paul	4691
Gross, Robert C	4750	Leone, Robert	4762
Gunter, Barrie	4733	Levy, Mark R	4767
		Liebermann, Yehoshua	4699
Haahti, Antti	4777	Loar, R Michael	4628
Hatt, Roz	4678	Lubin, J H	4659
Haulman, Clyde A	4764	Ludwig, Jacob	4637
Headey, Bruce	4696	Lusch, Robert F	4692
Heald, Gordon	4781		
Healey, John S	4754	Mackenzie, Sue	4776
Himmelfarb, Harold S	4628	Macklin, M Carole	4729
Ho, Y N	4707	Maclachlan, James M	4793
Holmes, Cliff	4787	Marek, P	4659
Hopewell-Smith, Tony	4746	Martin, Claude R	4753
Hopkins, Ronald H	4629	Martin, Derek	4774
Huber, Joel	4680	Martyn, John	4782
Huesmann, L Rowell	4731	Mauss, Armand L	4629
Hyett, Peter	4633	May, John P	4786
		McCarthy	4726
Ingram, Thomas N	4704	McClelland, C	4683
		McIntyre, Shelby H	4650
Jacobs, Brian	4740	Mehrota, Sunil	4724
Jaffe, Eugene D	4636	Menasco, Michael B	4655
James, Meril	4781	Midgley, David F	4684
Johnson, F J	4631	Milk, Michael K	4702
Johnson, Hugh	4730	Miniard, Paul W	4654, 4675
		Moinpour, Reza	4668
Kalton, Graham	4637	Monahan, George E	4758
Kassarjian, Harold H	4754	Montgomery, David B	4650
Kathleen E	4726	Moody, Carlisle E Jr	4764
Katz, William A	4709	Morrison, G	4663
Kaynak, Erdener	4669	Morton-Williams, Jean	4640
Kearney, Kathleen A	4629	Mouncey, Peter	4771
Keegan, Sheila	4787	Mulholland, Heather	4694
Kendzierski, Deborah A	4732	Mullet, Gary M	4666
Kennedy, Anita M	4788	Mutt, Susan H	4628
Kerin, Roger A	4634		
Kernan, Jerome B	4670	Nakanishi, Masao	4656

Name	Abstract No
Napier, Alan	4778
Narasimhan, Chakravarthi	4791
Nederhof, Anton J	4646
Neslin, Scott A	4676, 4688
Nichols, John Spicer	4627
Nicklewright, J	4644
Obermiller, Carl	4675
Oum, Tae H	4779
Page, Thomas J Jr	4675
Palda, Kristian S	4769
Paliwoda, Stanley J	4664
Peter, J Paul	4649
Peterson, Robert A	4634
Piercy, Nigel	4783
Prue, Terry	4744
Punj, Girish	4651, 4685
Puto, Christopher	4680
Ramsay, Janice	4630
Rao, Vithala	4757
Rawlings, Terry	4741
Reekie, W Duncan	4763
Reid, Leonard N	4719
Rentz, Joseph O	4689
Reynolds, Fred D	4689
Richins, Marsha L	4673, 4674
Rimmer, Patrick	4694
Robertshaw, Wayne G	4750
Robertson, Thomas C	4784
Robinson, William T	4672
Rohme, Nils	4693
Ryan, Colleen	4713
Ryan, Michael	4736
Salmon, Charles T	4627
Sampson, Peter	4790
Sawyer, Alan S	4649
Schlinger, Mary Jane Rawlins	4726
Schmalensee, Diane H	4708
Schmittlein, David C	4663
Schuman, Howard	4637
Seaman, David	4703
Seigal, Jeremy P	4748
Sen, Subraka, K	4791
Sergent, Justine	4710
Shalofsky, Ivor	4780
Sharits, Dean	4716
Sharp, Laure M	4643
Shoemaker, Robert W	4688
Silber, Jacques	4699
Simon, Julian L	4757
Singer, Eleanor	4642
Smith, R P	4770
Smith, Ruth A	4705
Soley, Lawrence C	4719
Solly, David J	4647
Spiro, Rosann L	4700
Sprague, Jeremy D	4755
Srinivasan, V	4650
Staelin, Richard	4685, 4752
Stewart, David W	4651
Stout, Roy G	4689
Strazzieri, Alain	4691
Sykes, Wendy	4640
Tanur, Judith M	4625
Taylor, James R	4681
Teel, Jesse E	4671
Tejera, Felipe	4768
Thomas, Stephen V	4732
Tigert, Douglas J	4779
Trebbi, George G J	4711
Tuckel, Peter S	4768
Tucker, Clyde	4635
Turner, J	4683
Umashankar, Sushila	4662
Unger, Lynette S	4670
Van Auken, Stuart	4724
Van Staveren, Martin	4706
Veldman, Tjarko	4693
Verhage, Bronis	4691
Wallace, Wallace H	4750
Watson, A J K	4770
Weisheit, Ralph A	4629
Weitz, Barton A	4650
Welsch, John A	4718
Whitney, John C	4705
Wicks, Anne	4698
Wilkie, William L	4692
Williams, Tim	4647
Wind, Yoram	4784
Winer, Russell S	4660
Winter, Frank	4774
Winters, Lewis C	4766
Wober, Mallory	4733, 4749
Wood, David	4739
Wright, G	4665
Yavas, Ugur	4777
Yeomans, K A	4624
Yu, Julie	4632
Zinkham, George M	4753
Zoler, Jon N	4721